Empowering Resiliency: Skills for Success During Challenging Times

Participant Guide
The carpenter I hired to help me restore an old farmhouse had just finished a rough first day on the job. A flat tire made him lose an hour of work, his electric saw quit, and now his ancient pickup truck refused to start. While I drove him home, he sat in stony silence.

On arriving, he invited me in to meet his family. As we walked toward the front door, he paused briefly at a small tree, touching the tips of the branches with both hands. When opening the door he underwent an amazing transformation. His tanned face was wreathed in smiles and he hugged his two small children and gave his wife a kiss.

Afterward he walked me to the car. We passed the tree and my curiosity got the better of me. I asked him about what I had seen him do earlier. "Oh, that's my trouble tree," he replied. "I know I can't help having troubles on the job, but one thing's for sure, troubles don't belong in the house with my wife and the children. So I just hang them on the tree every night when I come home. Then in the morning I pick them up again."

He paused. "Funny thing is," he smiled, "when I come out in the morning to pick 'em up, there ain't nearly as many as I remember hanging up the night before."
Common thoughts during a change:
• What will I ________?
• What will be ______________?

What can I do?
• Describe the loss in ____________.
• Don’t feel pressure to focus on the benefits yet.
• _________ them to _________ what is being lost.
• Acknowledge and ____________.
Succeeding in Change

Spencer:

“Fridge”:

Martha:

Bethany:
SMART Goals:

S- Specific
Can the detail in the information sufficient to pinpoint problems or opportunities? Is the objective sufficiently detailed to measure real-world problems and opportunities?

M- Measureable
Can a quantitative or qualitative attribute be applied to create a metric?

A- Actionable
Can the information be used to improve performance? If the objective doesn’t change behaviour in staff to help them improve performance, there is little point in it!

R- Relevant
Can the information be applied to the specific problem faced by the marketer?

T- Time-bound
Can objectives be set for different time periods as targets to review against?

SMART notes:

My accountability partner: